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ADVERTISING AND MEDIA RESEARCH

A Direct Aggregation Approach to Inferring Microparameters of the Koyck Advertising-Sales Relationship from Macro Data, V. SRINIVASAN and HELEN A. WEIR, May, 145–156.

See "Econometric Models"

A Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November, 356–362.

A log-linear model for predicting magazine exposure distributions is developed and its parameters are estimated by the maximum likelihood technique. The log-linear model is compared empirically with the best-found model for equal-insertion schedules, one of Leckenby and Kishi's Dirichlet multinomial models. For unequal-insertion schedules the log-linear model is compared with the popular Metheringham beta-binomial model. The results show that the log-linear model has significantly smaller prediction errors than either of the other models.

Advertising Exposure, Loyalty, and Brand Purchase: A Two-State Model of Choice, GERARD J. TELLIS, May, 134–144.

See "Brand Choice"

Attitude Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing "Sets," THOMAS J. MADDEN, CHRIS T. ALLEN, and JACQUELYN L. TWIBLE, August, 242–252.

The authors examine two concerns that have emerged in research involving the attitude toward the ad (Aad) construct. The first pertains to conceptualization and measurement. Drawing on recent social cognition and consumer research, the authors propose a distinction for cognitive evaluation and affective reaction as separate dimensions of Aad. Empirical evidence is provided that supports the meaningfulness of this distinction in advertising-response data. The second concern involves processing set and its implications for the external validity of Aad research. The results suggest that processing individuals under disguised versus nondisguised "sets" will influence the nature of their affective versus cognitive responses to an ad.

Estimating an Autoregressive Current Effects Model of Sales Response When Observations are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRIED R. VANHONACKER, August, 301–307.

See "Econometric Models"

Growth Curve Analysis in Marketing: Method and Application, GREG J. LESSNE and R. CHOUDARY HANUMARA, November, 391–396.

See "Measurement"

Print Ad Recognition Readership Scores: An Information Processing Perspective, ADAM FINN, May, 168–177.

An information processing perspective is used to develop hierarchical and divergent models of how individuals process print ads. An aggregation across individuals generated related audience-level models, which were operationalized by using Starch scores and extended to incorporate specific ad characteristics. Confirmatory tests indicate that these models provide a substantial advance over previous data-driven approaches to analyzing readership scores.

Recognition Versus Recall as Measures of Television Commercial Forgetting, SURENDRA N. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February, 72–80.

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The authors report the second in a series of experiments on recognition as a dependent variable in the study of learning and forgetting of television commercials. They investigate the impact of time since exposure, commercial length, and commercial repetition on recognition and unaided recall scores. The results indicate that recognition scores are not indiscriminately high, as commonly is argued, and that they do decline with time, contrary to what often is assumed. The data, in fact, show that recognition scores are more sensitive and more discriminating than, and covary with, unaided recall scores. The evidence indicates they warrant more consideration by advertisers.

Signal Detection Analysis and Advertising Recognition: An Introduction to Measurement and Interpretation Issues, ARMEN TASHCHIAN, J. DENNIS WHITE, and SUKGOO PAK, November, 397–404.

Recently the theory of signal detection has been introduced as a method for improving ad recognition testing. The authors expand upon this presentation, elaborate the various data collection and analytic approaches available to marketing researchers, and discuss the potential problems associated with each approach.

The Relationship Between Advertising and Product Quality Over the Product Life Cycle: A Contingency Theory, GERARD J. TELLIS and CLAES FORNELL, February, 64–71.

The relationship between advertising and product quality has been a controversial topic in the literature because of conflicting empirical evidence and divergent theories about advertising's effects. The authors present an integrative theory based on consumer response to advertising and the costs of producing quality products. The theory posits that the relationship between advertising and quality is stronger when (1) quality is produced at lower cost and (2) consumers are less responsive to advertising. Such a scenario is more likely during the latter stages of the product life cycle. An empirical test supports this argument.

The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength, Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August, 266–281.

Using Smith and Swinyard's integrated information response model as a theoretical foundation, the authors investigate the effects of sequence of exposure to exaggerated advertising and product sampling on subjects' belief strength, belief confidence, attitude, and purchase intention toward a product. Consistent with the model's assumptions, belief and attitudinal confidence are found to be higher for subjects exposed to product sampling alone than for those exposed only to product advertising. Attitude change is significantly greater for subjects receiving an advertising-sample exposure sequence than for those exposed to the reverse sequence, supporting the model's contention that indirect product experiences create low order beliefs that are more susceptible to change than the higher order beliefs created by direct product experience. When the subjects received a negatively disconfirming experience, those who had been exposed to highly exaggerated advertisements had greater shifts in attitude than those exposed to slight exaggeration. This effect was greater for global attitude measures when the advertisement was highly exaggerated. Finally, measures of product attitude and behavioral intentions for subjects exposed to greatly exaggerated advertising in an advertisement-sampling sequence are found generally to be *lower* than those for subjects exposed to sampling alone, indicating a contrast effect.

ATTITUDE THEORY RESEARCH

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February, 25–35.

The authors investigate the neglected problem of generalizing from multiattribute attitude models based on data for actual brands of real products to reach conclusions on affective responses toward artificial objects or hypothetical concepts, such as those that might be used to develop new product designs. They propose an approach involving four stages of analysis to examine the intervening role of multiattribute attitude models for real products in accounting for the effects of artificial design features on affective responses. The method decomposes the overall relationship of affect to artificial design features into (1) the mediating effects of a multiattribute attitude model based on real products, (2) other indirect effects, and (3) a residual direct effect. This general approach is illustrated and supported by an application to data on responses to male vocal recordings (real products) and alternative recording mixes (artifical objects). The results suggest the need to proceed with caution in using multiattribute attitude models based on real products to guide the design of artifical objects in laboratory tests oriented toward new product development.

Signal Detection Analysis and Advertising Recognition: An Introduction to Measurement and Interpretation Issues, ARMEN TASHCHIAN, J. DENNIS WHITE, and SUKGOO PAK, November, 397–404.

See "Advertising and Media Research"

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August, 308–316.

The authors attempted to replicate and extend Huber and McCann's findings about the spontaneous occurrence of inferences between attributes in studies of product evaluations. Those findings provided support for the conclusion that inferential processes can distort the validity of the traditional additive model and results based on commonly used estimation procedures such as conjoint analysis. Using conflicting as well as supportive pairs of product attributes, the authors found no evidence of inferencing between attributes unless inferences were explicitly induced.

The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength, Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August, 266–281.

See "Advertising and Media Research"

BRAND CHOICE

Advertising Exposure, Loyalty, and Brand Purchase: A Two-State Model of Choice, GERARD J. TELLIS, May, 134–144.

Information processing theory and findings on advertising response suggest a nonlinear response to repetitive ad exposure, mediated by brand loyalty. The response can occur in either or both of the hypothesized stages of purchase: brand choice and quantity choice. A tobit-type analysis of scanner purchases (with TV exposures) of a mature product category appears to support these hypotheses. The effect of advertising is generally nonlinear and its impact on volume purchased is mediated by brand loyalty. Advertising seems to reinforce preference for current brands rather than stimulate brand switching. However, features, displays, and especially price have a stronger impact on response than does advertis-

ing. The effect of brand loyalty dominates that of the other variables.

Disaggregate Tree-Structured Modeling of Consumer Choice Data, IMRAN S. CURRIM, ROBERT J. MEYER, and NHAN T. LE, August, 253–265.

A new approach to inferring hierarchical models of consumer choice is described. A classification algorithm is used to estimate decision trees at an individual level without requiring prior assumptions about tree form. Derived models are analyzed within a modeling system that summarizes the diversity of decision rules in a sample as well as their implications for aggregate market shares. An application to the analysis of panel data and a comparison with disaggregate logit analysis are reported.

Impact of Sales Promotions on When, What, and How Much to Buy, SUNIL GUPTA, November, 342–355.

The effectiveness of a sales promotion can be examined by decomposing the sales "bump" during the promotion period into sales increase due to brand switching, purchase time acceleration, and stockpiling. The author proposes a method for such a decomposition whereby brand sales are considered the result of consumer decisions about *when, what,* and *how much* to buy. The impact of marketing variables on these three consumer decisions is captured by an Erlang-2 interpurchase time model, a multinomial logit model of brand choice, and a cumulative logit model of purchase quantity. The models are estimated with IRI scanner panel data for regular ground coffee. The results indicate that more than 84% of the sales increase due to promotion comes from brand switching (a very small part of which may be switching between different sizes of the same brand). Purchase acceleration in time accounts for less than 14% of the sales increase, whereas stockpiling due to promotion is a negligible phenomenon accounting for less than 2% of the sales increase.

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May, 178–185.

See "Retailing"

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November, 384–390.

The authors examine deviations from Ehrenberg's "$w_i(1 - b_i)$ equal to a constant" law to infer the positioning of low share brands as niche versus change-of-pace brands. Results from empirical analyses using NPD panel data for four product classes are reported.

The Robustness of MDS Configurations in the Case of Incomplete Data, NARESH K. MALHOTRA, ARUN K. JAIN, and CHRISTIAN PINSON, February, 95–102.

See "Scaling Methods"

BUYER BEHAVIOR

Impact of Sales Promotions on When, What, and How Much to Buy, SUNIL GUPTA, November, 342–355.

See "Brand Choice"

Models of Consumer Satisfaction Formation: An Extension, DAVID K. TSE and PETER C. WILTON, May, 204–212.

The authors extend consumer satisfaction literature by theoretically and empirically (1) examining the effect of perceived performance using a model first proposed by Churchill and Surprenant, (2) investigating how alternative conceptualizations of comparison standards and disconfirmation capture the satisfaction formation process, and (3) exploring possible multiple comparison processes in satisfaction formation. Results of a laboratory experiment suggest that perceived performance exerts direct significant influence on satisfaction in addition to those influences from expected performance and subjective disconfirmation. Expectation and subjective disconfirmation seem to be the best conceptualizations in capturing satisfaction formation. The results suggest multiple comparison processes in satisfaction formation.

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August, 308–316.

See "Attitude Theory Research"

The Use of Product Sampling and Advertising: Effects of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers' Belief Strength, Belief Confidence, and Attitudes, LAWRENCE J. MARKS and MICHAEL A. KAMINS, August, 266–281.

See "Advertising and Media Research"

CHANNELS OF DISTRIBUTION

Environmental Determinants of Decision-Making Uncertainty in Marketing Channels, RAVI S. ACHROL and LOUIS W. STERN, February, 36–50.

To function, a marketing channel must have a certain amount of consensus and coordinated decision making among its members. Marketing channel theory had emphasized the "internal" mechanisms of achieving integrated actions. However, channels consist of exchanging organizations that are affected not only by their collective interests, but also by forces "external" to the relationship. Internal coordination mechanisms are likely to be less effective to the extent channel members are faced with uncertainties emanating from external sources. The authors examine the external or environmental factors affecting decision-making uncertainty in channels. The findings indicate that four dimensions—diversity among consumers, dynamism, concentration, and capacity—should be included in future research on the effects of environments on intrachannel variables.

ECONOMETRIC MODELS

A Direct Aggregation Approach to Inferring Microparameters of the Koyck Advertising-Sales Relationship from Macro Data, V. SRINIVASAN and HELEN A. WEIR, May, 145–156.

The authors examine the advertising-sales relationship in the framework of the Koyck model. They note that if only macro (e.g., annual) data are available, it is necessary to approximate micro (e.g., monthly) data in order to minimize the "data interval bias" in estimating the microparameters. They examine two previously proposed models for minimizing the data interval bias and propose a direct aggregation model that avoids some of the problems common to those two models. The proposed constrained search estimation method eliminates the problem of infeasible parameter estimates present in the OLS estimation of the two previous models. A comparison of the constrained search estimation of the three models in a simulation setting indicates that the proposed model recovers the microparameters more accurately than the other two models.

Estimating an Autoregressive Current Effects Model of Sales Response When Observations are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRIED R. VANHONACKER, August, 301–307.

Estimating autoregressive current effects models is not straightforward when observations are aggregated over time. The author evaluates a familiar iterative generalized least squares (IGLS) approach and contrasts it to a maximum likelihood (ML) approach. Analytic and numerical results suggest that (1) IGLS and ML provide good estimates for the response parameters in instances of positive serial correlation, (2) ML provides superior (in mean squared error) estimates for the serial correlation coefficient, and (3) IGLS might have difficulty in deriving parameter estimates in instances of negative serial correlation.

Implications of Market Structure for Elasticity Structure, GARY J. RUSSELL and RUTH N. BOLTON, August, 229–241.

Though considerable attention has been given to market structure, little research has been done on the relationship between market structure and elasticity structure. The authors develop and partially test the aggregate constant ratio elasticity pattern (ACREP), a parsimonious marketing mix elasticity model that describes the elasticity structure of submarkets characterized by a proportional-draw market share mechanism. An analysis of the brand price elasticities in nine markets (covering six product categories) suggests that the ACREP model is a robust approach for predicting the elasticity structure of submarkets within a nondurable product class. The underlying ACREP parameters, measuring consumer propensity to switch within and between submarkets, show systematic relationships with structural characteristics of the product markets.

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May, 178–185.

See "Retailing"

The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales, GERARD J. TELLIS, November, 331–341.

The author describes a meta-analysis of econometric studies that estimated the elasticity of selective sales or market share to price. The literature review yielded 367 suitable price elasticities from about 220 different brands/markets. The results indicate that the price elasticity is significantly negative. The omission of distribution or quality, the use of only cross-sectional data, and temporal aggregation lead to severe biases in the estimates of price elasticity. The elasticity also differs significantly over the brand life cycle, product categories, estimation methods, and countries.

INDUSTRIAL MARKETING

Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries, WILLIAM T. ROBINSON, February, 87–94.

In a broad cross-section of industrial goods businesses, market pioneers tend to have substantially higher market shares than late entrants. A stronger product in relation to competitors' products and certain industry characteristics help explain these pioneer share advantages. Though pioneering a new industrial market is not easy, the findings indicate that many pioneers develop important and sustainable competitive advantages.

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November, 376–383.

See "Salesforce Research"

INFORMATION PROCESSING

Attitude Toward the Ad: An Assessment of Diverse Measurement Indices Under Different Processing "Sets," THOMAS J. MADDEN, CHRIS T. ALLEN, and JACQUELYN L. TWIBLE, August, 242–252.

See "Advertising and Media Research"

Print Ad Recognition Readership Scores: An Information Processing Perspective, ADAM FINN, May, 168–177.

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Recognition Versus Recall as Measures of Television Commercial Forgetting, SURENDRA W. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February, 72–80.

See "Advertising and Media Research"

MARKETING DECISION MAKING

Environmental Determinants of Decision-Making Uncertainty in Marketing Channels, RAVI S. ACHROL and LOUIS W. STERN, February, 36–50.

See "Channels of Distribution"

MARKETING MANAGEMENT

Ethical Behavior and Bureaucratic Structure in Marketing Research Organizations, O. C. FERRELL and STEVEN J. SKINNER, February, 103–109.

See "Research Ethics"

Knowledge Structure Differences Between More Effective and Less Effective Salespeople, HARISH SUJAN, MITA SUJAN, and JAMES R. BETTMAN, February, 81–86.

See "Salesforce Research"

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November, 376–383.

See "Salesforce Research"

MEASUREMENT

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May, 186–192.

The authors outline an updated paradigm for scale development that incorporates confirmatory factor analysis for the assessment of unidimensionality. Under this paradigm, item-total correlations and exploratory factor analysis are used to provide preliminary scales. The unidimensionality of each scale then is assessed simultaneously with confirmatory factor analysis. After unidimensional measurement has been acceptably achieved, the reliability of each scale is assessed. Additional evidence for construct validity beyond the establishment of unidimensionality then can be provided by embedding the unidimensional sets of indicators within a nomological network defined by the complete structural model.

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May, 123–133.

See "Scaling Methods"

Estimating Elasticities with PIMS Data: Methodological Issues and Substantive Implications, MICHAEL R. HAGERTY, JAMES M. CARMAN, and GARY J. RUSSELL, February, 1–9.

See "Regression and Other Statistical Techniques"

Growth Curve Analysis in Marketing: Method and Application, GREG J. LESSNE and R. CHOUDARY HANUMARA, November, 391–396.

Extant methods are incapable of analyzing the short-term time series data often encountered by marketers. The authors present a

growth curve approach developed by Finn that fills a void in the array of tools available to marketing researchers. The approach is particularly useful in analyzing test-market data.

Recognition Versus Recall as Measures of Television Commercial Forgetting, SURENDRA N. SINGH, MICHAEL L. ROTHSCHILD, and GILBERT A. CHURCHILL, JR., February, 72–80.
See "Advertising and Media Research"

The Impact of Inferences on Product Evaluations: Replication and Extension, JEEN-SU LIM, RICHARD W. OLSHAVSKY, and JOHN KIM, August, 308–317.
See "Attitude Theory Research"

NEW PRODUCT RESEARCH

A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies, RABIKAR CHATTERJEE, JEHOSHUA ELIASHBERG, HUBERT GATIGNON, and LEONARD M. LODISH, November, 363–375.
See "Strategy and Planning"

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February, 25–35.
See "Attitude Theory Research"

New Product Preannouncing Behavior: A Market Signaling Study, JEHOSHUA ELIASHBERG and THOMAS S. ROBERTSON, August, 282–292.
The authors describe an exploratory study of the preannouncement of new products in advance of market introduction. The basic premise taken is that preannouncement is a marketing manifestation of signaling. The focus is on identifying conditions that are likely to induce firms to preannounce new product introductions. A survey of managers explores the incidence and rationale for preannouncement. Results suggest that constructs such as market dominance, company size, attractiveness of the competitive environment, and customer switching costs can provide good explanations for preannouncing behavior.

PRICING RESEARCH

A Structural Equations Analysis of the Impact of Price Promotions on Store Performance, ROCKNEY C. WALTERS and SCOTT B. MacKENZIE, February, 51–63.
Guided by past research, conventional wisdom in the retailing area, and microeconomic theory, the authors develop a series of hypotheses about the effects of loss leaders, in-store price specials, and double coupon promotions on overall store sales, profit, and traffic. The resulting system of structural relationships is tested and cross-validated with data from two large supermarkets. The findings indicate that (1) though most of the loss leader promotions had no effect on store profit, those loss leaders that did affect profit did so through their effect on store traffic rather than through their effect on sales of the promoted items, (2) double coupon promotions affected profit by increasing sales of products purchased with a coupon rather than by increasing store traffic, and (3) in-store price specials appear to have had no effect on store profit, sales, or traffic. The results of the study also emphasize the importance of building store traffic to increase retailer profit and of examining the effects of price promotions within the context of a system of relevant equations.

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May, 178–185.
See "Retailing"

The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales, GERARD J. TELLIS, November, 331–341.
See "Econometric Models"

PRODUCT LIFE CYCLE

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November, 384–390.
See "Brand Choice"

The Relationship Between Advertising and Product Quality Over the Product Life Cycle: A Contingency Theory, GERARD J. TELLIS and CLAES FORNELL, February, 64–171.
See "Advertising and Media Research"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Least Squares Procedure for Benefit Segmentation with Conjoint Experiments, WAGNER A. KAMAKURA, May, 157–167.
See "Segmentation Research"

A Log-Linear Model for Predicting Magazine Audiences, PETER J. DANAHER, November, 356–362.
See "Advertising and Media Research"

An INDSCAL-Based Approach to Multiple Correspondence Analysis, J. DOUGLAS CARROLL and PAUL E. GREEN, May, 193–203.
Current methods of multiple correspondence analysis (MCA) provide configurations that are expressed in terms of principal axes. These solutions are not invariant over rotations. The authors propose an approach to MCA that entails an INDSCAL analysis of normalized Burt matrices (as commonly obtained from MCA). The resulting configuration is uniquely oriented and dimension weights also are obtained for each contributory data set. The method is applied to survey data describing relationships among respondent demographic characteristics and recent car purchases.

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May, 186–192.
See "Measurement"

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May, 123–133.
See "Scaling Methods"

Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs, MORRIS B. HOLBROOK and WILLIAM J. HAVLENA, February, 25–35.
See "Attitude Theory Research"

Completely Unacceptable Levels in Conjoint Analysis: A Cautionary Note, PAUL E. GREEN, ABBA M. KRIEGER, and PRADEEP BANSAL, August, 293–300.
See "Sampling and Survey Methods"

Disaggregate Tree-Structured Modeling of Consumer Choice Data, IMRAN S. CURRIM, ROBERT J. MEYER, and NHAN T. LE, August, 253–265.
See "Brand Choice"

Estimating an Autoregressive Current Effects Model of Sales Response When Observations are Aggregated Over Time: Least Squares Versus Maximum Likelihood, WILFRIED R. VANHONACKER, August, 301–307.
See "Econometric Models"

Estimating Elasticities with PIMS Data: Methodological Issues and Substantive Implications, MICHAEL R. HAGERTY, JAMES M. CARMAN, and GARY J. RUSSELL, February, 1–9.

Though the PIMS data have been used extensively to relate profitability both to specific firm marketing actions and to market conditions, no attempt has been made to estimate directly the magnitudes of marketing mix elasticities. The authors propose and evaluate a simple cross-sectional time series regression method that recovers unbiased estimates of the elasticities despite the presence of firm-specific disguise factors in the database. Though measurement error creates instability for certain variables, the recovered elasticities compare favorably with those found in previous research and have predictable relationships with market characteristics.

Flexible Regression, ROLAND T. RUST, February, 10–24.

Marketing researchers who want to do multiple regression often have data in which some of the standard regression assumptions are violated. Flexible regression is a new method for performing a nonparametric multiple regression while relaxing several of the standard assumptions of regression. In particular the assumptions of linearity, normal errors, and homoskedasticity are relaxed. The approach is based on nonparametric density estimation, which results in a more synergistic and less parametrically constrained method of analysis. Asymptotic properties of estimators are explored and necessary conditions are established for the rejection of significance tests that correspond to the major tests of regression. In addition, a necessary condition for rejection of a significance test is provided to determine whether or not to use flexible regression instead of conventional multiple regression. The advantages of the method are illustrated with several examples.

Implications of Market Structure for Elasticity Structure, GARY J. RUSSELL and RUTH N. BOLTON, August, 229–241.

See "Econometric Models"

RESEARCH ETHICS

Ethical Behavior and Bureaucratic Structure in Marketing Research Organizations, O. C. FERRELL and STEVEN J. SKINNER, February, 103–109.

The authors examine the relationship between bureaucratic structure and ethical behavior in research firms, data subcontractor organizations, and corporate research departments. The results suggest that the bureaucratic structure of the organization is related to ethical behavior; the nature of this relationship varies across the three types of research organizations investigated.

RETAILING

A Structural Equations Analysis of the Impact of Price Promotions on Store Performance, ROCKNEY C. WALTERS and SCOTT B. MacKENZIE, February, 51–63.

See "Pricing Research"

Impact of Sales Promotion on When, What, and How Much to Buy, SUNIL GUPTA, November, 342–355.

See "Brand Choice"

Measuring the Effect of Retail Store Promotions on Brand and Store Substitution, V. KUMAR and ROBERT P. LEONE, May, 178–185.

Using store-level scanner data, the authors investigate the effect of retail store price promotion, featuring, and displays on sales of brands of disposable diapers within a city. A hierarchical, cross-sectional, and time-series modeling procedure is used to identify the competitive structure among retail stores within a test market city. Models are developed for pooled store pairs to investigate the effect of promotion on store substitution. The specification of these models is based on findings from within-store brand substitution models. Within a store, price promotion produced the largest amount of brand substitution, followed by featuring and displays. Similarly, these activities produced store substitution in certain instances. However, which specific promotional variables are significant and the magnitude of the effect are a function of the geographic proximity of the stores.

SALESFORCE RESEARCH

Knowledge Structure Differences Between More Effective and Less Effective Salespeople, HARISH SUJAN, MITA SUJAN, and JAMES R. BETTMAN, February, 81–86.

A study of salespeople working for a telephone marketing operation indicates that more effective (above average) salespeople have richer and more interrelated knowledge structures about their customers than do less effective (below average) salespeople in terms of both customer traits and strategies for selling to the customers. No significant differences are found between effective and less effective salespeople on the number of categories used to classify customers. A longitudinal study that tracked entering salespeople over time, from the less effective to the more effective stage, validates the findings of the cross-sectional study. Implications of these findings for sales management practice and the small but growing literature on real-world competence are discussed.

The Influence of Formalization on the Organizational Commitment and Work Alienation of Salespeople and Industrial Buyers, RONALD E. MICHAELS, WILLIAM L. CRON, ALAN J. DUBINSKY, and ERICH A. JOACHIMSTHALER, November, 376–383.

A model is investigated in which organizational formalization influences work alienation through role ambiguity, role conflict, and organizational commitment. Interrelationships are tested with data obtained from industrial salespeople and industrial buyers. Higher levels of formalization are found to be associated with greater organizational commitment and less work alienation.

SAMPLING AND SURVEY METHODS

Completely Unacceptable Levels in Conjoint Analysis: A Cautionary Note, PAUL E. GREEN, ABBA M. KRIEGER, and PRADEEP BANSAL, August, 293–300.

An experiment is reported on the extent to which respondents adhere to the implications of choosing the "completely unacceptable" level in hybrid conjoint (and related) applications. The findings indicate that the form of the instructions matters, but that respondents often ignore the implications of previous responses when responding to full-profile options containing unacceptable attribute levels. The authors discuss the impact of this inconsistency on internal predictive validity in both empirical and theoretical terms.

Response Effects in Computer-Administered Questioning, JOHN P. LIEFELD, November, 405–409.

Responses to questions administered by computer, personal interview, and self-completion methods were assessed in a between-subjects experimental design. For yes/no and pick-one question types, responses were similar for all three methods of questioning. For multiresponse knowledge questions, subjects in the computer-administered treatment group picked more answers, which were more often incorrect. Responses to integer-scale questions in the computer-administered treatment group had slightly higher means and lower dispersion, but these effects are not significant.

SCALING METHODS

An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment, DAVID W. GERBING and JAMES C. ANDERSON, May, 186–192.

See "Measurement"

Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Empirical Validation, RAJEEV KOHLI, May, 123–133.

Statistical testing of attribute significance is not possible in conjoint studies that use nonmetric algorithms to analyze respondent ranks of multiattribute product profiles. Procedures that test attribute significance at an aggregate (e.g., segment) level but maintain individual differences in preferences can be used (1) to confirm differences among benefits sought by hypothesized segments of respondents, (2) to eliminate insignificant attributes, reducing the time and cost of conjoint choice simulations, and (3) to design subsequent conjoint studies for the same product class. The author presents two tests of attribute significance in conjoint analysis. One is appropriate when consumer preferences for attribute levels can be ordered *a priori* and the other can be used when such ordering is not permissible. Each test permits different levels of an attribute to appear in different numbers of product profiles. The proposed tests assess attribute significance across multiple respondents with idiosyncratic preferences. Because they use rank order data, the testing procedures are not limited to a specific scaling algorithm. A Monté Carlo simulation indicates that eliminating insignificant attributes does not affect share-of-choices predictions for new product concepts if the number of insignificant attributes is not very large. Otherwise, the usual tradeoff between parsimony and predictive accuracy is necessary.

The Robustness of MDS Configurations in the Case of Incomplete Data, NARESH K. MALHOTRA, ARUN K. JAIN, and CHRISTIAN PINSON, February, 95–102.

The authors examine the robustness of MDS configurations when incomplete rather than complete input data are used. Using two empirical studies, they show that robustness varies as the amount of incomplete data increases and that random methods of data deletion perform as well as cyclic designs. These findings provide empirical support for earlier Monté Carlo literature on the topic. The authors also show that individual characteristics of respondents, namely cognitive integration and imagery, influence the quality of configurations obtained with incomplete data.

SEGMENTATION RESEARCH

A Least Squares Procedure for Benefit Segmentation with Conjoint Experiments, WAGNER A. KAMAKURA, May, 157–167.

A popular procedure for benefit segmentation based on conjoint experiments has been to estimate individual-level part worths and then form nonoverlapping clusters of consumers with similar estimates. Rather than using these estimates as the criteria for clustering, the least squares procedure discussed in the article attempts to group consumers into homogeneous segments so their stated preferences are explained maximally by their group-level preference functions. This procedure also provides a measure of the expected predictive accuracy that will help the researcher in choosing an adequate aggregation level.

STRATEGY AND PLANNING

A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies, RABIKAR CHATTERJEE, JEHOSHUA ELIASHBERG, HUBERT GATIGNON, and LEONARD M. LODISH, November, 363–375.

The authors describe a methodology and a personal-computer-based decision model for selecting optimal market testing strategies. A Bayesian decision theoretic framework is used that (1) considers continuously distributed payoffs, (2) allows for updating of information on market response to strategies that are not being tested directly (relaxing the assumption of independence among test outcomes), and (3) incorporates managers' attitude toward risk. The goals of the methodology are to bring managers a practical, usable tool that will help support their design of market tests and to obtain some insights into the market testing problem. An application of the methodology is reported to illustrate the potential of the model as a practical and easily implementable marketing decision aid. Using the analytical insights obtained from the model, the authors summarize the influence of the various characteristics of the alternative strategies on the value of a market test and the choice of the test strategy.

New Product Preannouncing Behavior: A Market Signaling Study, JEHOSHUA ELIASHBERG and THOMAS S. ROBERTSON, August, 282–292.

See "New Product Research"

Niching Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, November, xxx–xxx.

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Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries, WILLIAM T. ROBINSON, February, 87–94.

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